

ABSTRACT

Felicia Muryadi

Relation big-five personality trait with impulsive buying in late adolescent. (M. Nisfiannoor, M.Si, Psi.): Bachelor Degree, Faculty of Psychology, University of Tarumanagara. (74 pages, P1-P6).

The purpose of this research is to know the relation between big five personality trait and impulsive buying in late adolescent. Impulsive buying is spontaneous behavior, unplanned, suddenly appears when facing a product and comes with happy feeling and dominated with emotional aspect and usually shopping had been done to a product that not important. The subjects of this research are divided by the big-five personality trait, such as openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism. This subjects of this research are 414 persons with 18-21 years old (late adolescents), locatian in Jakarta and uses random sampling. The statistical measurement is using SPSS version 16.0 for mac. The result of this research shows that positive significant correlation between extraversion ($r= 0,313$, $p< 0,05$) and neuroticism ($r= 0,346$, $p< 0,05$) in impulsive buying. The result of this research also show a negative significant correlation between conscientiousness ($r= -0,389$, $p< 0,05$) and agreeableness ($r=-0,344$, $p< 0,05$) In openness of experience ($r= 0,95$, $p> 0,05$) and whole of personality ($r= 0,64$, $p> 0,05$) show no significant with impulsive buying.

Key words: Impulsive buying, big-five personality trait, and late adolescent